

PAIGE LOBUTS LIVICK

CONTACT

PAIGE.LOBUTS@GMAIL.COM

WWW.PAIGELOBUTS.COM

PROFILE

Entrepreneur and human-centered strategist with prowess in incorporating user experience into the retail and financial tech space. Possesses 6+ years of UX design and content strategy experience.

EXPERIENCE

LEAD CONTENT DESIGNER HILTON | FEB 2023 - PRESENT

- Serve as the subject matter expert in digital content experience for a new business approach to marketing Hilton properties and experiences
- Lead and strategize projects from a human-centered approach
- Meet with internal partners to discuss business goals and work to define audience needs
- Responsible for aligning business goals with user needs as well as ensuring that any digital experiences were built content-first and reflects the Hilton brand
- Collaborates with different business partners to ensure content meet the needs and expectations of a variety of communication channels
- Advocate for users through voice, tone, diction, and more, ensuring all digital and non-digital experiences speak their everyday language and create meaningful brand conversation
- Build and execute content strategy plans for new experiences
- Coach partners to ensure candidate experiences use language that's clear, human, and useful

BUSINESS OWNER SIENNA SKY BOUTIQUE | FEB 2021 - PRESENT

- Founded Sienna Sky Boutique, an online and in-person clothing and accessories store for women
- Created a brand to attract millennial women and build their closets with minimalistic, feminine, and classic fashion
- Researched and designed store website using Shopify, including crafting all content for sales and marketing
- Project earnings, balance budgets, and maintain a profitable business
- Led and executed buying strategy and manages vendor relationships for quality inventory
- Attended apparel markets to keep a pulse on trends and work directly with vendors
- Managed and executed all store operations, including employees, sales floor, and stock/backroom

SENIOR UX STRATEGY CONSULTANT CIGNA | DECEMBER 2021 - OCTOBER 2022 (CONTRACT)

- Contracted for Express Scripts pharmacy, a subsidiary of Cigna, on content strategy projects such as revamp of an existing content style guide into a content design system
- Responsible for aligning business goals with user needs as well as ensuring that any digital experiences were built content-first and followed the content style guide.
- Collaborated with different business partners to ensure the style guide met needs and expectations for a variety of communication channels
- Led the discussions on how to integrate the content style guide into a design system to ensure that future pharmacy experiences were created using a content-first strategy.

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SENIOR UX STRATEGIST, TALENT MARKETING

CAPITAL ONE | APR 2020 - DECEMBER 2021

- Serve as the subject matter expert in user experience for the Capital One Careers website and lead website projects from a human-centered approach
- Meet with internal partners to discuss business goals and work to define audience needs
- Strategize and collaborate with external agency and internal partners to build holistic website experiences
- Plan and conduct user research, competitive analysis, and stakeholder interviews, as well as site audits, to provide insights on user behavior and inform future designs
- Balance business strategy with research insights to generate unique solutions for digital, candidate experience needs
- Synthesize discovery research into a strategic approach and create deliverables to share with partners
- Advocate for candidates through voice, tone, diction, and more, ensuring all digital and non-digital experiences speak their everyday language and create meaningful talent brand conversation
- Build content strategy plans for new and redesigned experiences
- Immerse talent brand and enterprise design system standards into the website
- Coach partners to ensure candidate experiences use language that's clear, human, and useful

SENIOR UX CONTENT STRATEGIST, SMALL BUSINESS CARD

CAPITAL ONE | APR 2019 - APR 2020

- Plan and develop content to drive conversation about the Spark Business credit card brand and increase credit card application conversion
- Gather business and user insights to create content strategy plans for improving our existing website pages, referral program, and application as well as credit decisions, underwriting, and customer experiences
- Collaborate with UX designers, researchers, product managers, and business analysts to create holistic digital experiences
- Coach teams to ensure customer experiences use language that's clear, human, and useful
- Lead content strategy workshops to help teams approach projects from a content-first design standpoint
- Advocate for customers through voice, tone, diction, and more, ensuring all digital and non-digital experiences speak their everyday language and create meaningful brand conversation
- Interview business customers to understand needs and wants of content
- Test content with customers and iterate on content based on results
- Use business and customer data to drive and support messaging decisions

USER EXPERIENCE WRITER II

CVENT | AUG 2017 - APR 2019

- Guided and improved overall experience and feature-specific strategy through conversation design
- Helped drive a vision for product content across all platforms
- Provided leadership to the content strategy and UX teams to ensure content meets both business objectives and user needs
- Collaborated with designers, product managers, developers, and quality assurance engineers to write easy-to-understand user interface text.
- Gathered and prepared product documentation and new release highlights for clients
- Reviewed, edited, and developed internal processes and documents
- Improved the application through content reviews and user testing
- Researched, analyzed, and provided usability feedback to the product team.
- Assisted in maintaining an application content style guide

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PUBLIC RELATIONS COMMUNICATIONS SPECIALIST

LMO | AUG 2016 - AUG 2017

- Responsible for overall support to the content team by writing, editing, proofreading, and researching; managed several projects; contributed to monthly/quarterly results reporting and various tracking projects:
- Drafted content across several projects (case studies, newsletters, feature stories, blogs, white papers, client commentaries, informational guides, education programs, dealer/distributor promotions and programs, website development, online services, award submissions, etc)
- Acted as client contact for the content portion of multiple accounts
- Attended client tradeshows to provide sales and media support
- Collaborated and shared insight w/ client sales teams on agency support services
- Assisted in preparing yearly client communications plans
- Researched, drafted, copy-edited, and proofread (using AP Style) all content before submission to the client
- Managed tracking and analytics component of content deliverables using Google Analytics, MailChimp, and Salesforce's ExactTarget
- Assisted with the creation and execution of the content portion of plans and RFPs
- Accurately incorporated client and staff edits into written material
- Assisted with LMO's marketing efforts by providing copyediting and proofreading skills.



EDUCATION & CERTIFICATIONS

James Madison University | 2016
Bachelor of Arts, Cum Laude
Writing, Rhetoric and Technical Communication
Minor in Instructional Design

Cornell University | 2021
Certification, User Experience Design



SKILLS

- Apparel buying
- Visual merchandising
- Customer service
- Retail marketing
- Social media
- Content-first design
- Content strategy, development and management
- User research and audience analysis
- Strategic project planning and training
- Agile development cycle
- Tracking and performance analytics
- AP/Chicago/MLA style
- Mac OSX/Windows
- Basic HTML/CSS
- Microsoft Office Suite
- GSuite
- Google Analytics
- Salesforce
- WordPress, Squarespace
- Atlassian
- Mural
- Figma
- InVision
- Adobe InDesign